

October 12, 2005

VIA FACSIMILE AND VIA FEDERAL EXPRESS

Marc I. Lipton, Esq.
General Attorney and Assistant General Counsel
SBC Operations, Inc.
175 E. Houston Street, 2nd Floor
San Antonio, Texas 78205

Re: SBC Advertising

Dear Mr. Lipton:

I am writing with respect to a certain radio spot and other like advertising currently being run by SBC in the New York Metropolitan area regarding Cablevision's Optimum Voice® service (the "Advertising") (see enclosed). The Advertising is both deceptive and disparaging, and we insist that it be removed immediately from circulation.

First, the Advertising makes the claim that Optimum Voice service does not offer "round the clock" backup batteries to cover customers' needs in the event of a power outage. This is patently false. The battery backup offered by Optimum Voice will automatically activate at any time day or night in the event power is lost. Moreover, the Advertising implicitly suggests that customers with SBC service are guaranteed access to their phone service in such an event, which is equally false. Corded phones as well as cordless phones may be susceptible to outages.

The Advertising further compounds the offenses by using these identified falsehoods to foster a sense of unease and fear in customers regarding access to E911 with the Optimum Voice service. This creates an undue distrust in the marketplace and reinforces the deceptions with willful disparagement. It is a blatant violation of fair advertising standards.

Finally, the Advertising forges customer confusion with inapt price comparisons between bundled services from Cablevision and bundled services from SBC. The misrepresentations in such comparisons include positing local service against Optimum Voice, which provides unlimited calling to the U.S., Canada, and Puerto Rico, and DSL against Optimum Online, which is more than six times faster. This is misleading to consumers and therefore constitutes deceptive advertising.

Given the incorrectness and unfairness of the Advertising set forth here, it is imperative that SBC cease use of any and all broadcast, print or other distribution of

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the Advertising by no later than October 14, 2005. This letter does not purport to be a full statement of Cablevision's position with respect to this matter, and is written without prejudice to any of the rights or remedies we may have, all of which are hereby expressly reserved.

Very truly yours,

Shari L. Rosenblum
Counsel, Product Management and Marketing

Encs.